



DIGITAL INDIA AND A CONTEMPORARY ECONOMY PORTRAY: A REVOLUTIONARY STEP

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ABSTRACT

Now days, we cannot imagine the world and even our life without technology. We are just like handicapped without technology like mobile phones, internet, computer, machines etc. In modern age of 21st century we are very much dependent on technology starting from home to industry. Number of schemes have been launched by Indian govt. to motivate the general public to go through the use of technology for their day to day transaction like online purchase of grocery-booking of movie tickets, railway tickets, air tickets, online shopping of garments, video conferences in the field of education, recruitment in various sectors, business meetings etc. The ease of conducting financial transactions is probably the biggest motivator to go digital. The study develops a conceptual framework to understand the working of digital economy. The paper highlights the various objective of being digital. It studies the different areas that gets affected by digitalization and the essentials for being digital. The benefits of making a country digital have also been included. The study examines the effect of adopting cashless payment on economic growth and development of the developing countries. In the last, suggestions are also given to make India a digital economy with the participation of every individual of the country.

KEY WORDS: Digital, Online, Cashless and Development.

INTRODUCTION

Digital means use of technology. Digital world is the outcome of several innovations and technological advances. Digital India is a Programme to transform India into a digitally empowered society and knowledge economy. Digital India is a campaign launched by the Government of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. The vision of digital India is to provide high speed internet services. Banks play major and vital role in making India a digital economy. To develop the digital economy it is necessary to develop the banking habits among the society. Digital economy also plays a very important role in developing cashless economy. Cashless economies are those that use mostly plastic or digital money and thus minimal cash or money in paper form. The ease of conducting financial transactions is probably the biggest motivator to go digital. Digital economy cover all the sections of economy including health sector, education sector, entertainment sector, financial markets, financial institutions, railway sector, trading and manufacturing, service sector etc.. Digitization helps in bringing transparency and ease of access. The aim of digitization is to bringing transformation in Indian society. Digitalization also focuses on electronic manufacturing on large scale to fulfill the increasing demand, which increases the need for production and hence results in creation of employment opportunities. The Government of India has approved the 'Digital India' programme with the vision to transform India into a digitally empowered society and knowledge economy. Numbers of schemes have been launched by Indian govt. to promote digitalization. Any individual equipped with a mobile phone can now 'become a producer, create services, or at least place services on offer' for the purpose of earning a little spare cash.

OBJECTIVES OF BEING DIGITAL

- **To bring Transparency:** Digitalization assists in creating transparency in various field of the economy.
- **To Control corruption:** In the digitalized world, most of the transactions will be performed online which will curtail the chances of passing the money below the table and also ensures fair selection in recruitment.
- **To ensure Promptness/quick results:** Technology makes it easy to complete transaction, projects or any other task within short span of time.
- **To increase efficiency:** Advancement of technology helps in increasing the productivity which ensures the optimum utilization of resources and hence increases the efficiency. Only companies with advanced software, equipment and user know-how can generate performance improvements across the entire value chain, for themselves and their customers. Digital supply network will offer a new degree of resiliency and responsiveness to beat the competition in the efforts to provide customer with the most efficient and transparent service delivery
- **To bring effectiveness:** Effectiveness means timely implementation and with the help of advanced technology it becomes possible to implement the project without any delay in decision making and its implementation. The

learning machines, fed by this data, are now beginning to perform tasks that were formerly unimaginable: diagnosing sicknesses, driving vehicles, drafting press articles, forecasting epidemics, restoring sight to the partially blind, and much more.

- **To promote-commerce:** E-commerce is fully based on technology. Digital marketing has been proven to be too effective in reaching new customers online. In order to take advantage of e-commerce business, there has to be a proper business model to ensure the sustainability and growth of the business. Domestic policies regarding telecommunication, financial services and distribution and delivery would provide inputs for e-commerce trade related negotiations.
- **To make India a cashless society:** It will create a digital infrastructure and develop a habit of making online transaction which will curtail the requirement of holding cash in hard form. Numbers of facilities availed by the bank to promote digitalization and making India a less cash economy. It will results in online or digital circulation of money rather than physical circulation, which means money will flow through an organized sector and economy have full control over it
- **To accelerate industrialization:** Digitalization brings the biggest opportunity for industrialization. It will bring down the walls of traditional supply chain and the chain becomes completely integrated that is fully transparent to all the players involved i.e suppliers of raw material, parts and components to the transporter of those supplies and finished goods and finally to the customers, it will assist in boosting the industrial growth..
- **To promote economic growth and development:** Due to increase in demand and availability of good quality product at reasonable price because of cost reduction it will increase the production requirement and in order to produce more there will be need for more manpower which will result in creation of employment opportunity and when more and more people will get employed it will reduce the level of poverty and will assist in the growth of an economy with the growth of an individual to live a more happy and settled life.
- **Reduce paper work:** Digitizing the paper work means scanning and digital imaging is the conversion of physical documents and images of any kind, in any format, into their digital equivalents. Digitalization results in reduction in any physical space requirement.
- **To develop the banking sector:** With the help of advanced technology different banks and their branches can be linked with each other and any type of transaction between these banks and their branches can be preformed within seconds with the help of internet connectivity.
- **To integrate the world economy:** Digitalization provides the worldwide connectivity and also assists in forming the whole world as a single economy and promotes social, political and economic integration of world economy.

- **To promote online teaching and learning:** It includes flexibility to attend classes and also assists in getting exact response to a specific question. With the help of this area of knowledge can be broaden as one can get the brief and detailed information about the topic searched. The various websites are launched by Government of India, Ministry of Human Resource Developments to inculcate quality education like National Programme on technology enhanced learning (NPTEL), Consortium for Educational Communication(CEC) etc.
- **To eliminate tax avoidance:** This is one of the basic aims of Indian govt. to control the shadow economy.
- **To modernize the higher education system:** E- education broadens the scope of learning. It enable universities to meet a broader range of learners' needs, adapting and offering a mix of face-to-face and online learning possibilities that allow individuals to learn anywhere, anytime. It also offers opportunities to distribute resources more effectively. With the help of online education students, scholars, researchers and others also can gain benefit from harnessing technological innovation in higher education

ESSENTIALS FOR BEING DIGITALISED

Due to the healthy and competitive environment the business world is moving faster and becoming more global, more mobile and more digitized. Now a days the degree of collaboration among the employees increase to a greater extent than they did previously, and therefore using new technologies to work in teams. These younger employees are increasingly proficient in all the technological tools at their disposal and they demand greater freedom in managing how they work, where and when. Creating a truly digital workplace is a significant challenge, but companies that begin this process today will acquire a clear advantage in productivity, innovation, collaboration, and overall employee satisfaction. In addition, digital workplace measures will help them attract the talent they will need to stay competitive and keep up with the social and business transformations taking place around the world. In order to make the process of digitalization more effective the following points contribute a lot, these are: The effectiveness of digitalization where contributes a lot can be clearly visible by throwing light on the following points:

1. **Simplify business processes:** It is very important to provide right information at right time to right person then only the provided information can retain its value otherwise it becomes useless. It includes:
 - Restructure paper-based processes.
 - Optimize dispensation time.
 - Get better productivity and efficiency.
2. **Document Management:** All the important documents should be properly arranged and saved in a secure manner. It includes:
 - Save paper record from any type of harm.
 - Reduce risk of lost / misplaced documents
3. **Locking up of data:** Detain information from paper documents, multimedia and digital content and store it. It includes:
 - Scanning documents and save them.
 - Transform and deliver captured information into various field required.
4. **Uninterrupted accessibility:** Keep end users constantly connected to their mission. It includes:
 - Provision for disaster recovery solutions.
 - Local Area Network (LAN) and Wide Area Network (WAN).
5. **Minimize Paper Storage:** Most of documents handled in the workplace are paper-based. Use of computer and other storage devices reducing document storage space. Not only storage space minimized, but access to "filed" documents is also greatly improved.
6. **Get rid of Manual Searches:** Searching for documents is time consuming. Electronic Document Management can provide an immediate response to a query, bypassing the long process of a paper search. Eliminating the manual search can enhance customer service, which helps you offer customers faster response times.
7. **Enhanced Information Availability:** Multipoint access: With digital imaging, it is no longer necessary to shuffle files from one desk to another. People working in different departments, areas, or locations can all have access to the same information through their computers with the help of internet, intranet and extranet. If a coworker needs a file of the other worker working on, he can drag the file icon into the mailbox option and send it to them, thereby making access faster and reducing time spent searching.

8. **Enlarge Information Security:** Security of information is a very important and crucial one. Access to information is secure and available only to authorized personnel through the use of Virtual Private Networks (VPNs). Access to information can be controlled right down to an individual page, giving personnel access only to information that is directly relevant to them. Electronic Document Management can provide another form of security through Disaster Recovery (DR). Once the data is converted to digital format, a backup copy is stored in a disaster recovery vault. The customer is only charged a fee if and when it becomes necessary to use the backup to recover lost information.
9. **Reduce Storage Costs:** For legal and other reasons, certain documents need to be retained for long periods of time. Data can be stored without incurring heavy cost to do so.
10. **Enhance Customer Service:** A document management system can empower company's employees with the ability to locate and retrieve documents instantaneously. This in turn facilitates immediate response to customer questions and inquiries with limited downtime.
11. **Other essential points are:**
 - Provide public access to internet
 - Easy access to mobile connectivity
 - Computer knowledge
 - Shift from labour intensive to capital intensive
 - Knowledge management

AREAS AFFECTED BY DIGITALISATION

The aim of digitalization is to create digital infrastructure and delivering services digitally. Mostly all the areas of the economy get affected by the digitalization and some of the important areas are discussed below:

- **Labour:** Digitalization have a great impact over the labour of the economy as it helps in creating more jobs because of development of new sectors, new products, new services.
- **IT revolution:** Digital revolution consisting of developments in information technologies combined with robotisation, automation of tasks, 3D printing, driverless cars, and – in the field of defense and the fight against terrorism – drones, cyber-weapons, surveillance, etc.
- **Self employment:** Digitalization assist in creating self employment without any infrastructure by getting the advantage of e-commerce and getting direct demand from the customer without the involvement of any middleman and can also get connected with other businessman without any third party involvement. It will convert the youth of India from job seekers to job creators.
- **Banking sector:** With the advancement of technology the banking sector can perform in more integrated way. Digitalization helps in reduction of costs for banks and customers as well. Number of customers will be increased for banks because of the increased convenience of banking hence, productivity will increase. Digitalization reduces human error and also increases effectiveness. Need of handling large amounts of cash will be reduced. With the increasing cashless transactions, fake currency threat will be reduced.
- **General public:** It will provide the platform for learning new things and develop the personal skill by providing right information at right time. The caliber of the talented persons can be uplifted by providing them an opportunity to excel in their field for instance a person having a very good sense of doing business but have shortage of finance to develop infrastructure to start their business. In the modern era of digitalization he/she can grab the opportunity and can start online business and can expand his/her business if business run successfully on the track of the business.
- **Publishers:** Now in the digital world publisher can also receive the online orders and deliver the books to customer. Due to direct contact between the publisher and customer the cost of the product will decline which will results increase in demand and ultimately assist in expansion of the business.
- **Other important areas:** There are number of other areas get affected by digitalization and these are marketing, research and development etc.



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SUGGESTIONS

1. To create awareness among the public about the benefits of the digitalization to an individual as well as society.
2. Some free of cost workshops should be organized by the govt. of India at ground level for general public.
3. Smart phones at less prices should be available so that poor people can also avail it.

CONCLUSION

To conclude, technology and the digital revolution can disrupt conventional models and bring benefits to the common man in many ways, for instance, by providing a platform that connects buyers and sellers across the world. It is a good initiative to develop India with a vision to transform India into digitally empowered society and knowledge economy reason behind the digitalization is to connect the world in single periphery or if we talk about a particular country it means to connect all the states of the country in order to bring integration among them and it is possible only with the ease of advances technology. Digitalization involves exploring business models and platforms using digital technologies, devices or techniques to yield several benefits in various aspects of life. Digital solutions can simplify a country's security and intelligence systems, economy and infrastructure. For citizens, digitalization promises much needed improvement both in the delivery of public services, such as Government/Bank issued certificates, and other services including financial and non-financial. Digital solutions and services can facilitate trades and settlement between different countries, as well as defend against malpractices such as embezzlement and money laundering. The impact of instant money availability for individual/corporate for activities/workflows cutting across multiple departments in varied spheres will help in assessing cash flow and utilization of funds efficiently. For business customers, any improvement in the efficiency of liquidity and cash flow management would make a positive impact on their overall working capital lifecycle and profits. The checks and balances instituted by Government or regulatory departments can be streamlined using a digital platform, which would also enable the concerned authorities to issue approvals online. Paper documentation can be digitalized, and workflow driven solutions employed to transfer content between departments to speed up transaction settlement and processing.

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